

ENERGY STAR Imaging Program Update

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Today's Agenda

- Imaging Program update
- Brand Awareness Campaign
- Changes to copier MOU
- LBL copier monitoring project
- Future of the imaging program

Today's Objective

- Signal to Partners the Program's direction
 - Ensure adaptation & continued innovation
- Discuss Program goals & Progress
- Reconcile Program activities & Program goals,
 - i.e, are we on the right track?

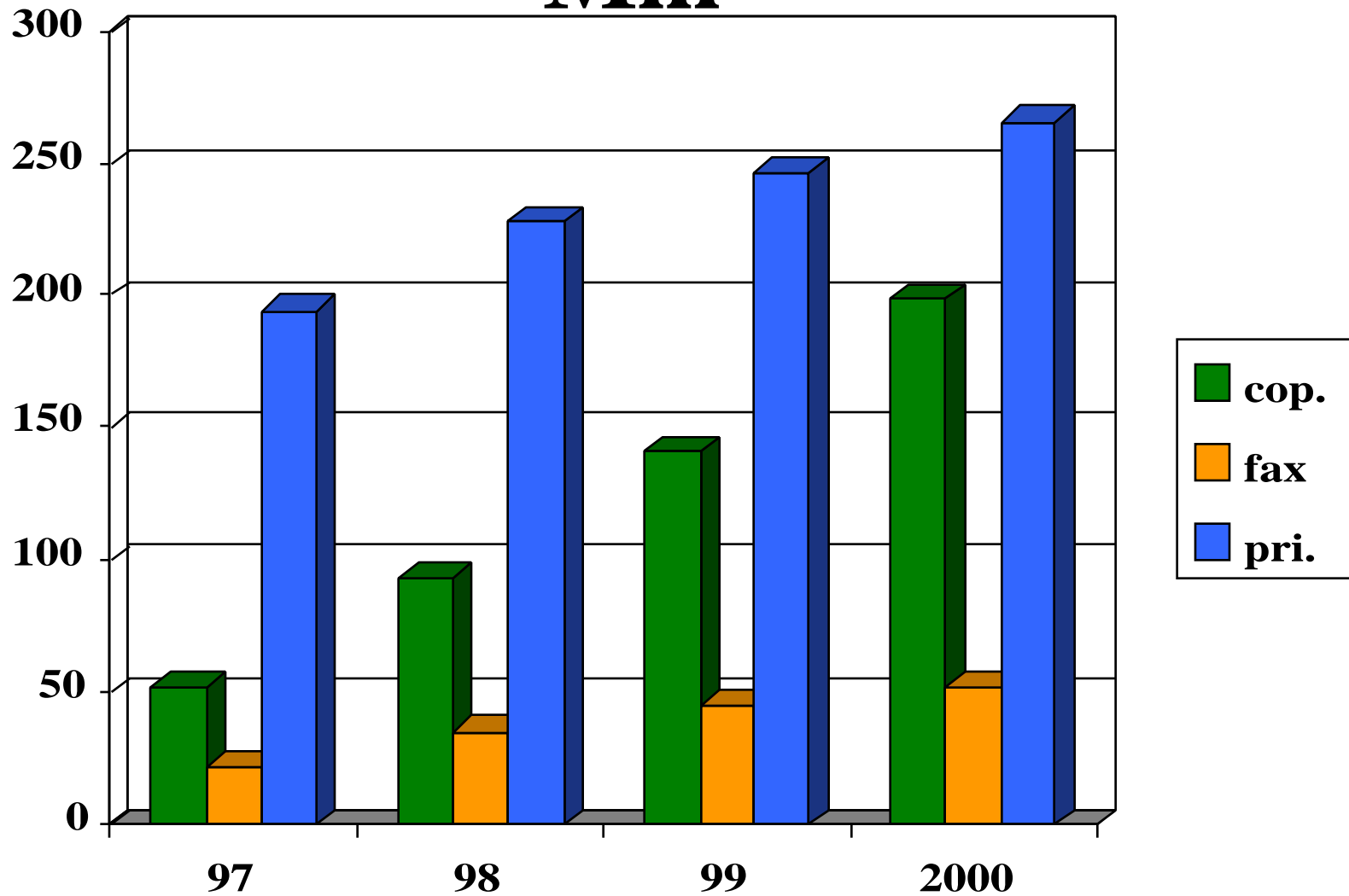
Major Program Goals

- Ensure market transformation
- Expand and improve product quality & Program integrity
- Prepare for the future
 - Set the stage to *Re-transform* the market as Technology and user habits evolve

Goal 1 - Market Transformation & P²

- The current market transformed
 - High market penetration of E-STAR products
 - BW copiers -- 80-90%
 - Faxes, printers -- +90%
 - Scanners, MFD -- no data
- Must improve utilization of features
 - Increasing consumer awareness by encouraging consumers to look for E-STAR
 - Refine specs to maintain quality

Savings from E-STAR Imaging Mill



Goal 2 -- Expand & Improve Program

- Added scanner & MFD programs
 - Low Partner participation to date
- Expanded interest internationally
 - NZ, Aust., Europe, Thailand, Taiwan, Canada
- Refined copier and MFD specifications to improve performance and customer satisfaction

Goal 3 -- Prepare for the Future

Prepare to Retransform the Market

- Evaluate spec. for faxes & printers given new technologies
- Encourage duplexing for all products & better understand usage patterns
- Address digital & color technologies and look at higher end products

Meeting goals by Addressing Challenges

- Improve buyer & user perception
 - Expand EPA & Partner educational efforts
 - Expand duplexing
- Implement new specification changes
 - Evaluate new technologies
- Increase participation in new product categories
- Manage international activity
- Recognize the outstanding efforts of Partners